

~ the PROVEN, ORIGINAL ~

POO~POURRI

BEFORE-YOU-GO TOILET SPRAY

the
SUMMER / FALL
2018

— CATALOG —

SPRITZ THE BOWL BEFORE-YOU-GO
AND NO ONE ELSE *will ever know!**

Distributed in Canada by The Tate Group

(416) 504-8047 www.thetategroup.com



spritz
THE
bow!
BEFORE-YOU-GO
and no one else
will ever know![®]



Trap bathroom odor *before* it begins and leave the toilet smelling *better* than you found it!

Poo~Pourri Before-You-Go® Toilet Spray is a pure blend of **NATURAL ESSENTIAL OILS** that creates a barrier on the surface of the water, trapping odor below... guaranteed!



No. 1:

Shake well. Spritz 3-5 sprays into the toilet bowl on the water's surface.



WHAT DOES THIS MEAN?

When you see this seal on our product, it means the Good Housekeeping Research Institute put its claims to the test—and it passed!



No. 2:

Proceed to use the throne as usual. The barrier traps odor *under* the surface.



size GUIDE

SMALL PACKAGE... BIG EFFECT!

Because Poo-Pourri is a concentrated formula of natural essential oils, a little bit goes a long way. In fact, it costs the user as little as 4¢ per use!*

Whether you're traveling across the country, at work or at home, be worry free wherever you GO. Poo-Pourri has a size for every situation.



4oz



2oz



10ML



from left to right

16oz / 800 USES

*made for refilling empty
Poo-Pourri bottles*

*4¢ per use based on 16oz retail price

8oz / 400 USES

great for high traffic bathrooms

4oz / 200 USES

*ideal for your favorite scent or
your home bathroom*

2oz / 100 USES

*perfect for your office desk
or as a gift*

10ML / 20 USES

*pocket-size for when in a
pinch or scent discovery*

scent GUIDE

A SCENT
FOR EVERY
POOSONALITY



original CITRUS
lemon + bergamot + lemongrass
Available in: 10mL • 2oz • 4oz
8oz • 16oz



lavender VANILLA
lavender + vanilla + citrus
Available in: 10mL • 2oz • 4oz
8oz • 16oz



tropical HIBISCUS
hibiscus + apricot + citrus
Available in: 10mL • 2oz • 4oz



ship HAPPENS[®]
coconut + freesia + citrus
Available in: 2oz • 4oz



the woo of POO[®]
ginger + neroli + magic
Available in: 2oz



trap-a-CRAP[®]
cedarwood + citrus
Available in: 2oz • 4oz



doo DISGUISE[®] *new!*
lavender + tea tree + rosemary
Available in: 2oz • 4oz



deja **POO**[®]
white flowers + citrus
Available in: 2oz • 4oz



hush **FLUSH**[®] *new!*
mimosa + rose + citrus
Available in: 2oz • 4oz



lavender **PEPPERMINT**
lavender + peppermint + citrus
Available in: 10mL • 2oz • 4oz



sitting **PRETTY**[®]
jasmine + rose + citrus
Available in: 2oz • 4oz



vanilla **MINT**
vanilla + mint + citrus
Available in: 10mL • 2oz • 4oz



royal **FLUSH**[®]
eucalyptus + spearmint
Available in: 10mL • 2oz • 4oz



spiced **APPLE**
apple + pecan + citrus
Available in: 2oz • 4oz



merry **SPRITZMAS**[®]
peppermint + vanilla + citrus
Available in: 2oz • 4oz



secret **SANTA**[®]
cinnamon + vanilla + citrus
Available in: 2oz • 4oz

SUZY BÁTIZ

Suzy Bátiz is the CEO and creator of Poo-Pourri. A serial entrepreneur and believer in magic, Suzy created her exponentially growing multimillion-dollar enterprise without borrowing a dime or enlisting a single investor. Today, Suzy teaches other entrepreneurs how to follow what's alive through resonance while she also continues to nurture her company as a top place to work, play and profit for dozens of employees that she lovingly calls The Poo Crew. Suzy has been profiled in Forbes, featured on CNBC and honored by Ernst & Young and Inc. 5000 as a Top Entrepreneur.

xx-
Suzy

POO-POURRI
CREATOR & CEO



the
CREATOR

original CITRUS

*There once was a lad from Rhône,
whose odor he'd rather disown.
Now he's taming his poo,
by anointing the loo,
and now happily sits on his throne!*

best-selling
SCENT



lemon
—
bergamot
—
lemongrass

10 mL
up to 20 uses
PP-10ML



2 oz
100 uses
PP-002-CB



4 oz
200 uses
PP-004-CB



8 oz
400 uses
PP-008-CB



16 oz
refill 800 uses
PP-016-BR



see page 34 for display



mimosa

rose

citrus

hush **FLUSH**[®]

New SCENT!



*There once was a lady named Claire,
whose odor she'd rather not share.
Now she sprays in a pinch,
no more "pardon my stench,"
and she only leaves poise in the air.*

2oz
100 uses
HF-002-CB *new!*



4oz
200 uses
HF-004-CB *new!*



see page 34 for display

boutique
EXCLUSIVE

doo DISGUISE[®]

New SCENT!

*There once was a Sultan of Slick,
who revealed his toilet tricks.
He made odor disappear,
no smoke and mirror,
with a wave and a pre-potty spritz.*

2 oz
100 uses
DD-002-CB *new!*



4 oz
200 uses
DD-004-CB *new!*



see page 34 for display



lavender

tea tree

rosemary

jasmine

rose

citrus



sitting **PRETTY®**

*There once was a lady named Mel,
whose drama she'd rather not smell.*

*With a spritz to stay classy,
you bet your sweet sassy,
she fiercely bid odor farewell.*

2 oz
100 uses
SIT-002-CB



4 oz
200 uses
SIT-004-CB



see page 34 for display

boutique
EXCLUSIVE

lavender PEPPERMINT

lavender

peppermint

citrus

*There once was a lad from Rhône,
whose odor he'd rather disown.
Now he's taming his poo,
by anointing the loo,
and now happily sits on his throne!*

10 mL
up to 20 uses
LVP-10ML



2 oz
100 uses
LVP-002-CB



4 oz
200 uses
LVP-004-CB



see page 34 for display

suzy's favorite ↗
SCENT



white flowers

citrus

déjà **POO**[®]

*There once was a hippie named True,
bathroom odor made her blue.
Now her stars are aligned,
with a spritz every time,
and her karma cosmically grew.*



2 oz
100 uses
DJP-002-CB



8 48858 00354 1

4 oz
200 uses
DJP-004-CB



8 48858 00355 8

see page 34 for display

lavender VANILLA

*There once was a lad from Rhône,
whose odor he'd rather disown.
Now he's taming his poo,
by anointing the loo,
and now happily sits on his throne!*

best-selling
SCENT

10 mL
up to 20 uses
LV-10ML



8 48858 01212 3

2 oz
100 uses
LV-002-CB



8 48858 00358 9

4 oz
200 uses
LV-004-CB



8 48858 00359 6

8 oz
400 uses
LV-008-CB



8 48858 00360 2

16 oz
refill 800 uses
LV-016-BR



8 48858 00385 5

see page 34 for display



lavender

vanilla

citrus

apple

pecan

citrus



spiced APPLE

*There once was a lad from Rhône,
whose odor he'd rather disown.
Now he's taming his poo,
by anointing the loo,
and now happily sits on his throne!*

2 oz
100 uses
SPICE-002-CB



4 oz
200 uses
SPICE-004-CB



see page 34 for display

ship HAPPENS[®]

*There once was a sailor named Ray,
who saved his crew with a spray.
Trapped odor below deck,
avoided a shipwreck,
now it's smooth sailing, anchors aweigh!*

2 oz
100 uses
SHIP-002-CB



4 oz
200 uses
SHIP-004-CB



see page 37 for display



coconut
freesia
citrus

BOUTIQUE
best-seller

vanilla

mint

citrus



vanilla MINT

*There once was a lad from Rhône,
whose odor he'd rather disown.
Now he's taming his poo,
by anointing the loo,
and now happily sits on his throne!*

10 mL
up to 20 uses
VM-10ML



2 oz
100 uses
VM-002-CB



4 oz
200 uses
VM-004-CB



see page 34 for display

Tropical HIBISCUS

*There once was a lad from Rhône,
whose odor he'd rather disown.
Now he's taming his poo,
by anointing the loo,
and now happily sits on his throne!*

10 mL
up to 20 uses
TH-10ML



2 oz
100 uses
TH-002-CB



4 oz
200 uses
TH-004-CB



see page 34 for display

SUMMER
best-seller



hibiscus

apricot

citrus

eucalyptus

←
spearmint



←
MEN'S
best-seller

royal FLUSH®

*There once was a guy named Duff,
the perfect mix of suave and scruff.
He saved his reputation,
with a spritz of sophistication,
and mastered the bathroom bluff.*

10 mL
up to 20 uses
RF-10ML



8 48858 01258 1

2 oz
100 uses
RF-002-CB



8 48858 00367 1

4 oz
200 uses
RF-004-CB



8 48858 00368 8

see page 34 for display

Trap-a-CRAP[®]

*To keep him safe from attacks,
a hunter must cover his tracks.
So spritz the bowl first,
the smell is reversed.
Keep the target away from your cracks.*

2 oz
100 uses
TRAP-002-CB



4 oz
200 uses
TRAP-004-CB



see page 34 for display



cedarwood

citrus

peppermint

vanilla

citrus

merry SPRITZMAS[®]

*There once was a jolly old soul,
who needed to drop some coal.
So he spritzed the bowl prior,
put out his Yule log fire,
and enjoys a stink-free North Pole.*



2 oz
100 uses
MS-002-CB



8 48858 00581 1

4 oz
200 uses
MS-004-CB



8 48858 00712 9

see page 34 for display

secret SANTA®

*A piece of Santa advice:
He always checks his list twice.
He drops coal for the naughty,
leaves a spray for the potty,
so even the stinkers smell nice.*

2 oz
100 uses
SS-002-CB



4 oz
200 uses
SS-004-CB



see page 34 for display



cinnamon

vanilla

citrus

ginger

neroli

magic



The woo of **POO**™

2oz
100 uses
WOO-002-CB



Display + Product
Includes (24) 2oz
Bonus: 1 FREE 2oz tester
PRE-WOO



The woo of poo **BOOK**

Book
hardback
WOO-BOOK



The Poo Crew bring you a book about the magical thinking and self-growth that built the multimillion-dollar Poo Empire. The Poo Crew share their ten “Woos” in this hilarious self help book. Each digestible Woo delivers the outrageous advice and action plans that have guided Suzy and her team to manifest their dreams—no matter how “woo woo” they seemed.

shoe- POURRI®

SHOE ODOR ELIMINATING SPRAY

New LOOK!

2 oz
100 uses
SP-002-BUL *new!*



4 oz
200 uses
SP-004-BUL *new!*



Packed with the same stink-stopping power of the spray, **SHOE-POURRI POWDER** is the NEW way to eliminate odor to save your soles!

SHOE ODOR ELIMINATING POWDER

New INNOVATION!

Shoe Powder
200 uses
SP-004-PWDR *new!*



cedarwood

eucalyptus

grapefruit

for
ALL FABRIC
sole shoes

for
ALL SHOES:
fabric soles,
leather soles,
boots, slip-ons

'tis the season
TO SMELL JOLLY![®]



*Poo-Pourri is the gift they'll remember,
for the smell they'd rather forget!*

← opens up!



New HOLIDAY

SECRET SANTA®

gift box

Includes:

2oz Secret Santa

SET-2OZ-SS-V1 *new!*



8 48858 01236 9

MERRY SPRITZMAS®

gift box

Includes:

2oz Merry Spritzmas

SET-2OZ-MS-V1 *new!*



8 48858 01238 3

HOLIDAY DUO

gift set

Includes:

2oz Merry Spritzmas

2oz Secret Santa

SET-HOL18-002 *new!*



8 48858 01234 5

stylish way

to take Poo~Pourri
wherever you

GO!



(Glitzy Spritz does not come filled)

GLITZY SPRITZ®

refillable sprayer

Available in:

Rose Gold
Silver

Rose Gold
PP-GS-RGOLD



Silver
PP-GS



SPRITZING PRETTY

gift set

Includes:

4oz Sitting Pretty®

Rose Gold Glitzy Spritz

SET-GS-RG-SIT-004



puttin' ON THE
GLITZ

SHARE LOVE NOT STINK®

gift set

Includes:

2oz Lavender Vanilla

2oz Vanilla Mint

SET-SLNS-18



go ON·THE·GO!

POCKET-SIZE

10mL travel sprayer

Available in:

Original Citrus

PP-10ML



Lavender Vanilla

LV-10ML



Vanilla Mint

VM-10ML



Lavender Peppermint

LVP-10ML



Tropical Hibiscus

TH-10ML



Royal Flush[®]

RF-10ML



see page 32 for display





(Included scents are subject to change)

MASTER CRAPSMAN gift set

Includes:

2oz Royal Flush®
2oz Trap-A-Crap®

SET-MCM-CB



GONE FLUSHIN® gift set

Includes:

2oz Trap-A-Crap®
2oz Smoky Woods

SET-GON-CB



IN-A-PINCH pack

Includes:

10mL Original Citrus
10mL Lavender Vanilla
10mL Vanilla Mint
10mL Tropical Hibiscus
10mL Lavender Peppermint

SET-10MLPACK



boutique EXCLUSIVE

GIFT SETS

New

PEACE, LOVE & POO™

gift set

Includes:

2oz Déjà Poo®

2oz Lavender Peppermint

SET-PEACE-CB *new!*



New

DAISY DOO® gift set

Includes:

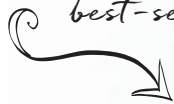
2oz Original Citrus
2oz Spiced Apple

SET-BARN-CB *new!*



oh my
GIFT!

VACATION
best-seller



BEACH BUM® gift set

Includes:

2oz Ship Happens®
2oz Tropical Hibiscus

SET-BB-002



(while supplies last)

poo on DISPLAY



bronze JOHN DISPLAY

For checkout and impulse section.
Pocket-size drives trial and scent discovery.
Fully stocked with best sellers.
7.5" wide x 10" high x 7.5" deep

	10mL
Original Citrus	🍋 12
Lavender Vanilla	🌸 12
Vanilla Mint	🌿 12
Tropical Hibiscus	🌺 12
Lavender Peppermint	🌿 12
Royal Flush	👑 12

Cannot exchange any product for another scent.

Display + Product
PRE-10ML



silver SEAT DISPLAY

New

For tabletops or large counters.
Fully stocked with best sellers.
16.5" wide x 24" high x 12" deep

	10mL	2oz	4oz	8oz
Original Citrus	free	🍋 12	🍋 12	🍋 6
Lavender Vanilla		🌸 12	🌸 12	🌸 6
Déjà Poo	free	🌿 12		
Royal Flush		👑 12	👑 12	
In a Pinch Pack				6

Cannot exchange any of the product for another scent.

Display + Product
Bonus: 12 FREE 10mL Original Citrus and
12 FREE 2oz Déjà Poo
PRE-ALL-VIDEO-18 *new!*



Display Only
DSP-ALL-VIDEO-18 *new!*



platinum **POTTY**

FLOOR STAND DISPLAY

Ultimate way to sell Poo-Pourri.

Fully stocked with best selling scents and gift sets.

Video plays two Poo-Pourri viral videos.

21" wide x 72" high x 17" deep

	2oz	4oz	8oz	16oz
Original Citrus	🍋12	🍋12	🍋6	🍋3
Déjà Poo	🌿12	🌿12		
Ship Happens	🐞12	🐞12		
Trap-A-Crap	🐞12	🐞12		
Royal Flush	👑12	👑12		
Lavender Vanilla	free	free	👑6	👑3
In A Pinch Pack		12		
Master Crapsman		12		

Cannot exchange any of the product for another scent.

VIDEO MONITOR
increases sales
400%



Floor Stand & Product

Bonus: 12 FREE 2oz Lavender Vanilla and
12 FREE 4oz Lavender Vanilla
PRE-FLOOR-18



8 48858 01231 4

Floor Stand Only

DSP-FLOOR-18



8 48858 01230 7

Product Only

Bonus: 12 FREE 2oz Lavender Vanilla
REPLEN-FLOOR-18



8 48858 01232 1

Policy for DSP-FLOOR-18 and DSP-ALL-VIDEO-A

- If a replacement part is needed **within 12 months of ordering** a display, the customer can contact their rep for a free replacement part.
- If a replacement part is needed **more than 12 months from the date the display is ordered**, customers can purchase replacement parts at a 50% discount.
- **Have a monitor issue on Floor Stand?**
Contact David at 212-246-3780 ext. 105 or email at davidguarna@rpg57.com

poo on DISPLAY

(CONTINUED)

golden **THRONE** DISPLAY

New

For tabletops or counters.

Fully stocked with one scent in our two best selling sizes.

Display includes (24) 2oz + (12) 4oz + (1) 1/2 Price 2oz tester.

9" wide x 14.5" high x 11.5" deep



Original Citrus
PRE-GDP-PP *new!*



Lavender Vanilla
PRE-GDP-LV *new!*



Vanilla Mint
PRE-GDP-VM *new!*



Tropical Hibiscus
PRE-GDP-TH *new!*



Déjà Poo
PRE-GDP-DJP *new!*



Lavender Peppermint
PRE-GDP-LVP *new!*



Ship Happens
PRE-GDP-SHIP *new!*



Spiced Apple
PRE-GDP-SPICE *new!*



Sitting Pretty
PRE-GDP-SIT *new!*



Hush Flush
PRE-GDP-HF *new!*



Doo Disguise
PRE-GDP-DD *new!*



Trap-a-Crap
PRE-GDP-TRAP *new!*



Royal Flush
PRE-GDP-RF *new!*



Merry Spritzmas
PRE-GDP-MS *new!*



Secret Santa
PRE-GDP-SS *new!*



Display only
DSP-GDP *new!*



sell more Poo

WITH THESE INFORMATIVE POINT OF SALE ITEMS



Authorized Pootique
Window and Mirror Cling • 7" x 8"
VINYL-2016



8 48858 00841 6

Pull shoppers into your store by promoting that you sell Poo-Pourri.



Poo-Pourri Instruction Cards (20) • 3" x 5"
IC-2015



8 48858 00565 1

Perfect for framing or giveaways!



How Poo-Pourri Works Tent • 5" x 7"
MEDIA DISPLAY-SUM18 *new!*

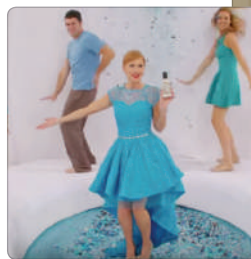


8 48858 00566 8



Don't have much shelf room?

Pitch this informational tent near product.



"Girls Don't Poop" + "Imagine Where You Can Go"
VIDEO SD CARD POO VIDEOS



8 48858 00645 0

Update your video monitor to show our viral commercials!



LOOK
WHO'S

talkin' POO

KELLY OSBOURNE
GISELE BÜNDCHEN
TOM BRADY
RYAN SEACREST
KELLY RIPA
MEGHAN TRAINOR
JILLIAN HARRIS
JOEL MCHALE
JENNY MCCARTHY
TYLER OAKLEY

GRACE HELBIG
HOWARD STERN
STEVE HARVEY
PEREZ HILTON
THE VIEW
DR. OZ THE GOOD LIFE
TO TELL THE TRUTH
LUCKY
WOMEN'S HEALTH
POPSUGAR

LIFE & STYLE
ESSENCE
GOOD MORNING
AMERICA
THE TODAY SHOW
FORBES
US WEEKLY
ALLURE
COSMOPOLITAN
PEOPLE
GOOD HOUSEKEEPING

HARPER'S BAZAAR
GLAMOUR
THE HUFFINGTON POST
WALLSTREET JOURNAL
ADVERTISING AGE
BUZZFEED
MASHABLE
MAXIM
NETFLIX'S GRACE &
FRANKIE
GIRLBOSS RADIO

— 15,000 5-STAR REVIEWS (& counting) —

IT WORKS
100%



- samantha

SAVED MY
relationship



- patricia

MUST-HAVE
for any office



- gilbert

ready
to GO?

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Toronto, ON M6P 4H3
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LEAVE THE TOILET

smelling
BETTER

THAN YOU FOUND IT!™

LET'S *talk* CRAP



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